



# Station Order Revised Add to Schedule Heinrich for Senate 2012

**Market:** Albuquerque

Estimate ID

**Flight Dates:** Tuesday, August 28, 2012 to Sunday, September 02, 2012

11720

**Contact:** Jim Giudicessi

**Phone:** 505-246-2222

**Email:** Jim.Giudicessi@krqe.com

**Fax:** 505-944-0259

**Direct:** 505-998-9530

**KRQE-S2**

201936

Aug  
8/27/12

				Tue	Wed	Thu	Fri	Sat	Sun	
Program Name	DP	Days Length	Gross Rate	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	Total
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$150.00 \$150.00	3			1			1
KRQE Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$275.00 \$275.00	3			1			1
Dr. Phil 3:00 PM 4:00 PM	EF	M-F 30	\$300.00 \$300.00	2	1					1
KRQE 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$550.00 \$550.00	2		1				1
Saturday 5:30p News 5:30 PM 6:00 PM	EN	Sa 30	\$175.00 \$175.00	4				1		1
Jeopardy 6:00 PM 6:30 PM	PA	M-F 30	\$1,400.00 \$5,600.00	2	1	1	1			4
Undercover Boss 7:00 PM 8:00 PM	PT	F 30	\$1,200.00 \$1,200.00	3			1			1
KRQE 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$1,100.00 \$1,100.00	3		1				1
Station Gross Totals			\$9,350.00	1	2	3	4	1		11

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/27/2012 12:45:41 PM

KRQE-S2

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suzannel@mediastrategies.com



# Station Buy Detail

## Albuquerque-Santa Fe,TV Add 2nd

Est ID: 11720

**Client:** Heinrich for Senate 2012**Flight Dates:** Tuesday, August 28, 2012 to Sunday, September 02, 2012**KRQE-S2**

Program Name	DP	Days Length	Rate	Tue Aug 28	Wed Aug 29	Thu Aug 30	Fri Aug 31	Sat Sep 01	Sun Sep 02	Total
CBS This Morning 7:00 AM - 9:00 AM	EM	M-F 30	\$150.00 <b>\$150.00</b>				1			1
KRQE Noon News 12:00 PM - 12:30 PM	DT	M-F 30	\$275.00 <b>\$275.00</b>				1			1
Dr. Phil 3:00 PM - 4:00 PM	EF	M-F 30	\$300.00 <b>\$300.00</b>		1					1
KRQE 4:30p News 4:30 PM - 5:00 PM	EN	M-F 30	\$550.00 <b>\$550.00</b>			1				1
Saturday 5:30p News 5:30 PM - 6:00 PM	EN	Sa 30	\$175.00 <b>\$175.00</b>					1		1
Jeopardy 6:00 PM - 6:30 PM	PA	M-F 30	\$1,400.00 <b>\$5,600.00</b>	1	1	1	1			4
Undercover Boss 7:00 PM - 8:00 PM	PT	F 30	\$1,200.00 <b>\$1,200.00</b>				1			1
KRQE 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$1,100.00 <b>\$1,100.00</b>			1				1
<b>Station Totals</b>			<b>\$9,350.00</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>1</b>		<b>11</b>
<b>Station Net</b>			<b>\$7,947.50</b>							

KRQE-S2

Jim Giudicessi

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

13 Broadcast Plz SW Albuquerque NM

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <b>KRQE-TV      Albuquerque</b>	<b>Date:</b> <b>8/27/2012</b>
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I, Media Strategies and Research,  
 being/on behalf of: Martin Heinrich, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the General  
 election to be held on: Tuesday, November 06, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, August 28, 2012			Sunday, September 02, 2012		

**Total Charges: \$9,350.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Monday, August 27, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

# Spot Manager: All, 08/28/12-09/02/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Lengt	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
<b>Date: 08/28/12</b>												
<b>Station: KRQE</b>												
	POL/Heinrich fr	201936 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	HEINRICH I11720		6:20:14 PM MHTV1202				\$1,400.00
												\$1,400.00
												\$1,400.00
<b>Date: 08/29/12</b>												
<b>Station: KRQE</b>												
	POL/Heinrich fr	201936 Dr. Phil	3p-4p	:30 P2	[ALL]	HEINRICH I11720		3:33:17 PM				\$300.00
	POL/Heinrich fr	201936 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	HEINRICH I11720		6:12:30 PM				\$1,400.00
												\$1,700.00
												\$1,700.00
<b>Date: 08/30/12</b>												
<b>Station: KRQE</b>												
	POL/Heinrich fr	201936 Dr. Phil	3p-4p	:30 P2	[ALL]	HEINRICH I11720		3:15:16 PM				\$550.00
	POL/Heinrich fr	201936 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	HEINRICH I11720		6:05:46 PM				\$1,400.00
	POL/Heinrich fr	201936 LN M-F	10p-1035p	:30 P3	[ALL]	HEINRICH I11720		10:25:51 PM				\$1,100.00
												\$3,050.00
												\$3,050.00
<b>Date: 08/31/12</b>												
<b>Station: KRQE</b>												
	POL/Heinrich fr	201936 CBS This Mornin CBS Early St		:30 P3	[ALL]	HEINRICH I11720		7:53:44 AM				\$150.00
	POL/Heinrich fr	201936 M-F KRQE News 12p-1230p		:30 P3	[ALL]	HEINRICH I11720		12:28:26 PM				\$275.00
	POL/Heinrich fr	201936 M-F 6p-630p	M-F 6p-630p	:30 P2	[ALL]	HEINRICH I11720		6:06:16 PM				\$1,400.00
	POL/Heinrich fr	201936 Fri Hour 1	7p-8p	:30 P3	[ALL]	HEINRICH I11720		7:39:22 PM				\$1,200.00
												\$3,025.00
												\$3,025.00
<b>Date: 09/01/12</b>												
<b>Station: KRQE</b>												
	POL/Heinrich fr	201936 Sa KRQE News 530p-6p		:30 P4	[ALL]	HEINRICH I11720						\$175.00
												\$175.00
												\$175.00
												\$9,350.00

[Sorted by: Date]

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***To Be Signed By Station Representative***

☐ Accepted

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Signature

Printed Name

Title